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THE AMBASSADOR

Newfoundland & Labrador
Canada



Bringing Newfoundland and Labrador to the World

In this Issue...

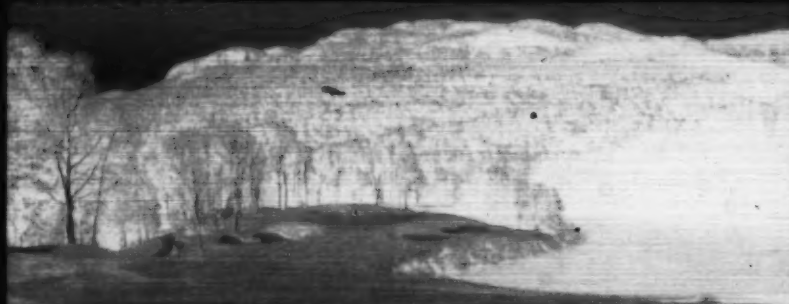
- We profile two businesses in the Codroy Valley that are diversifying to expand their business interests, the region, and their bottom line.
- Just outside Corner Brook, they're building a luxury resort larger than most Newfoundland and Labrador towns. Humber Valley Resort is gaining international attention as the year-round getaway.
- Speaking of Corner Brook, did you know our second city has a history with international triathlon that dates back to the early days of the sport?

Did You Know

Despite a soft start and a mixed picture in the province's regions, Newfoundland and Labrador is on track for an improved tourism season in 2004.

- The cruise industry in 2004 is reporting nearly double the number of visits over 2003. Approximately 147 port calls were scheduled for 2004, compared to 77 last year.
- Approximately 35,816 passenger visits are expected by cruise ship, a 76% increase from 2003.
- The number of passengers at the province's seven busiest airports increased by 13 per cent between January and August 2004, compared to the same period in 2003.
- Direct international arrivals at St. John's airport increased 10 per cent from January to May 2004, compared to the same period in 2003.
- The conventions market has experienced a 40 per cent increase in 2004.

HUMBER VALLEY RESORT think bigger



the 14th hole

It's becoming a catchphrase when people describe the Humber Valley Resort. It's not just the size of the development but the potential impact on businesses and the new opportunities for the west coast.

Humber Valley Resort is being built and operated by the Newfoundland Developers Group of Companies. Their newest project, the Humber Valley Resort, is located on the north side of the Humber

River between Corner Brook and Pasadena, and is scheduled for completion in 2011.

The numbers speak clearly enough. Phase One has already had luxury tourism investors opening their wallets in a dozen countries. Phase Two of this development could redefine the way we think of tourism in this province.

Plans for the \$500 million resort include 1000 luxury chalets (the smallest is 2,100

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BONNE BAY MARINE STATION



A day at the office isn't so bad if the workplace is set amidst one of the more picturesque communities in Gros Morne National Park. It's even better if the facility is one you've been instrumental in creating.

The Bonne Bay Marine Station is located at the end of the road in Norris Point, Bonne Bay, where the view from any window makes you pause and reflect on the beauty, whether it's a clear sunny day or storm clouds are rolling in over the

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Dairy Industry Snapshot

- The dairy industry has 43 registered producers and is the largest category of agricultural products in the province.
- Dairy farmers produced over 33.4 million litres of milk in 2003 valued at \$29.8 million.
- There are 4443 cows in the province with the average herd size at 98.
- Newfoundland dairy farmers were in a net export position of fluid milk in 1998 and production continues to grow.
- In this province, fresh milk consumption per person is 65.6L, approximately 75% of the national average per capita.
- The School Milk Program has generated increases in consumption by school children from just under 100,000 litres to over 1,000,000 litres annually. Continued growth is anticipated.
- There are opportunities in secondary processing of cheese, butter, yogurt, ice cream, and fresh cream.

www.gov.nl.ca/agric

CORMIER'S DAIRY LIMITED

staying one step ahead



Dan and Gerard Cormier

The Cormier family has had a long relationship with agriculture in Newfoundland and Labrador. It continues, though the business (or rather, businesses) have changed significantly over the years.

It was 40 years ago that Leo and Margaret Cormier decided to overhaul the family farm in Scarston, diversifying from mixed farming, to enter the dairy business. Sons Gerard and Dan Cormier are managing a business today that's quite different from the family enterprise started by their parents.

Cormier's Dairy Limited has expanded to become one of the largest milk producers in the province. Dan and Gerard concentrate on building the dairy herd, while increasing their agricultural land holdings to make the business self-sufficient with feed for their cattle.

Over the years, Gerard has been a founder of a dairy processing facility in Corner Brook and a feed mill in the Stephenville area, eventually selling both businesses. He is also an advocate for developing the agriculture industry in Newfoundland and Labrador. He serves

as vice-chairman of the Dairy Farmers of Newfoundland and Labrador, was instrumental in assisting the province in joining the National Milk Marketing Plan and serves on various boards and committees in the agri-foods sector.

As for the business, the Cormier brothers are branching out. They operate a farm equipment dealership, representing the New Holland line in Newfoundland and Labrador and they're getting into consumer foods.

The Cormier's are partnering with another Codroy Valley dairy producer, Brent Chaffey, to produce yogurts from their own milk quotas and locally grown berries. The Cormier-Chaffey partnership will create one of the largest dairy producers in Atlantic Canada. Good Natured will be the brand of products coming from their new yogurt manufacturing facility opening later this year in Stephenville. Once placed on Newfoundland and Labrador store shelves, Gerard explains, "It's off to other Atlantic Canadian store shelves and other places where Newfoundlanders are living, like Fort McMurray, Alberta."

Humber Valley... continued from page 1

sq. ft.) two 18-hole golf courses, club houses, a spa, restaurants, a boathouse, and infrastructure to accommodate year-round outdoor activities from kayaking and angling to helicopter tours and cat skiing.

The resort's literature is attracting international investors. Aside from describing an outdoor lover's paradise it boasts favorable currency exchange rates, Canada's stable political climate and the knowledge that various levels of government have already invested millions in tourism infrastructure in the region in recent years. The package is attractive, the

resort's Phase One has nearly sold out 321 chalets, and recently announced marketing plans include weekly direct charter flights for prospective investors from England's Gatwick airport to Deer Lake.

The resort's marketing manager Peter Antle says it's too early to speculate on all the business opportunities and economic benefits for the region. They are, after all, busy building and marketing a resort larger than most Newfoundland and Labrador communities. "What we're telling people is, bring us a plan, we have a good idea what types of activities and services our investors and visitors will need. We can

steer people with new ideas looking to capitalize on our plans in the right direction."

Currently there are 55 chalets complete and 80 to be built in 2004. Each chalet is strategically hidden in the forest either abutting the 18-hole championship golf course or cresting a magnificent view. The central club house and beach house restaurants will be opened this Christmas. The message to budding tourism operators and entrepreneurs - build it, they're coming.

www.humbervalley.com

mountains. Owned and operated by Memorial University in partnership with the Gros Morne Cooperating Association, the station's \$3.5 million construction was funded by the university, and the federal and provincial governments.

The facility's director, Dr. Robert Hooper, has been largely responsible for transforming the 30-year-old biology station into a full-fledged research and teaching facility with laboratories, aquariums, meeting rooms and an accommodations wing for visiting researchers and students. The station's boat is berthed right outside the building, at the wharf.

Back inside the building, visitors (there were about 8000 last year) are treated to

displays of science in progress. Researchers and students work while guided tours of the interpretive displays educate the public on everything from the unique ecosystems of Bonne Bay to archaeological finds made during the preparation of the site. A gift shop helps fund the interpretive efforts of the station. While the station is becoming a real attraction to the national park, the focus is on teaching Memorial University's environmental studies and marine biology students throughout the year.

Dr. Hooper insists it's not just the stuff above the waterline that's fascinating. "We have biological systems as exciting and diverse as any in the world...our reefs and cliffs compete with the underwater beauty," Hooper explains. "When I take

someone diving they are as excited by the beauty as they are by the science."

Diving is one way researchers access the station's primary research tool, the Bonne Bay Ocean Observatory. Constructed with two million dollars from the Canada foundation for Innovation, the observatory contains a state-of-the-art modular instrument array located in about 30 metres of water, 1.4 kilometers from the station where the entrance to Bonne Bay meets the Strait of Belle Isle and the Gulf of St. Lawrence. An undersea cable provides power and communicates a wealth of data to computers on land, data that is processed and disseminated in near real time through a website available for educational and scientific use.

www.bonnebay.mun.ca

GRAND CODROY WILDLIFE MUSEUM



Rod Fudge

Turning hobbies into careers. Many people try it, and love it. Starting any small business, whether it's a hobby turned job or just developing a brilliant idea presents a unique set of challenges, as Rod Fudge can attest.

For the co-owner of the Grand Codroy Wildlife Museum in Doyles, the road to career success has taken a few twists and turns. Fudge trained as a sheet metal mechanic, then trained and taught welding at the college level before settling in the Codroy Valley on Newfoundland's southwest coast. It was there he decided to turn his lifelong hobby into a business. Fudge is one of this province's most

talented taxidermists.

Fudge admits Wildlife Museum is a bit of a misnomer. The site that overlooks the spectacular sanctuary of the Codroy Valley is really a collection of attractions that exhibits Fudge's love of animals — be they dead or alive.

The museum is a converted chicken hatchery where Fudge displays his collection of more than 300 mammals, fish and birds, each painstakingly mounted in exhibits resembling the natural environment. Fudge says the meticulous attention to detail in the animals and the displays offers the public the chance to see these creatures in something close to their

wild habitat.

Attached to the museum is a nature-themed gift shop, and outside is a small petting zoo where children can feed the chickens, pet Billy the goat, or stand nose to beak with a pair of inquisitive emus.

Next door is a new barn-style building where Fudge has created his taxidermy studio. Here he and his staff clean, shape and mount formerly wild animals into the mounted trophies hunters from all over Europe and the United States crave. It's the souvenir and lasting reminder of a successful hunting trip in the wilds of Newfoundland and Labrador.

Fudge has been practicing his craft for 30 years, a hobby he started as a child. "It takes a combination of technical skill and artistic flair, and it's something you never really master," he said.

He's concerned that taxidermy is becoming a lost art, and it's impacting his growth as an entrepreneur. "Few people are doing it full time and for most taxidermists it's a hobby. The only way to become a taxidermist these days is through correspondence courses, or through an apprenticeship."

Taxidermy is where the potential for his success lies, Fudge says. The enterprise employs six but Fudge is looking for experienced taxidermists to work with him to fill the demand. In four short years since he began the museum, he's had to limit his trade to moose, black bear and caribou to meet the demands of his outfitter clientele. As Newfoundland and Labrador's outfitting sector grows, so does the demand for his services.

www.newfoundlandwildlife.com

CORNER BROOK TRIATHLON



The Corner Brook ITU World Cup event, heading into its eighth year, attracts athletes not only to conquer the difficult course but also for the unique Newfoundland experience this event offers. The people of Corner Brook, population 23,000, line the streets and open their homes to welcome triathletes from around the world.

— from the ITU Press Release announcing the 2004 Corner Brook World Cup Triathlon

There's Gros Morne, and Marble Mountain, but what really packs the streets of Corner Brook every summer is the annual triathlon — that's ITU World Cup Triathlon. Think Olympic-caliber athletes... as in the best in the world... running, biking and swimming... for the fans... and the international media.

For a sport that's only been in existence since 1974, triathlon has gained a solid international following, and Corner Brook can lay claim a large piece of that worldwide success. No other sport has

become an Olympic event as quickly as triathlon (it debuted in Sydney 2000), and a majority of the 100 triathletes seen at the Athens Olympics in August have run, cycled and swum through Corner Brook over the years.

Corner Brook's triathlon roots date to 1982, when 12 local athletes competed in a 'mini-ironman' race. Since then, Newfoundland and Labrador's west coast city has hosted a number of competitions, including the 1997 and 2000 Canadian triathlon championships, and since 1998

has hosted a World Cup race as part of the circuit created by the sport's international governing body, the International Triathlon Union (ITU). And while the ITU Corner Brook World Cup event is known in elite triathlon circles as one of the most challenging courses in the world, it's also one of the most scenic.

In addition to hosting an ITU Triathlon World Cup, Corner Brook holds an annual celebration of triathlon, dubbed Tri-Fest, which included the 23rd running of the local Corner Brook amateur triathlon this past July. According to event organizer Janice Ryan, Tri-Fest has become a week-long event integral to the economy and a big part of summer in Corner Brook. "Our event is only possible because of the dedication of our sponsors, funding partners, and more than 300 volunteers, some of whom have been involved for over two decades. Each year the event draws people from around the world to the Corner Brook area, and makes a significant contribution into the economy."

Athletes from 30 countries competed in the 2004 event. Add to that worldwide television, live internet and other media coverage and Corner Brook becomes Canada's triathlon capital every summer. As a tourist attraction, few Newfoundland and Labrador events rival Tri-Fest for their ability to showcase the province.

www.triourworld.com

HELP spread the message!



Thank you for reading this edition of The Ambassador newsletter. We are always looking for ways to reach as many people as possible with the good news about business in Newfoundland and Labrador. If this copy of The Ambassador was mailed to you, pass it along, or request extra copies so you can help spread the news. If you're reading someone else's copy of the newsletter, contact us and we will put you on our mailing list. See our contact information at right.

Events, Missions and Exhibitions

EVENT	LOCATION	DATE	CONTACT	PHONE
International Workbook Show	New Orleans, LA	Dec 1-3, 2004	Darrell O'Neill	729-0880
America's Food and Beverage Show	Miami, FL	Dec 2-3, 2004	Jason Higgins	729-1943
Business Development Summit	St. John's, NL	Jan 20, 2005	Gail Ryan	720-2361
CGTA Girl Show	Toronto, ON	Jan 30-Feb 3, 2005	Karen Thistle	729-7132
Scott Tournament of Hearts	St. John's, NL	Feb 19-27, 2005	Michelle Collins	1-877-728-9005
Hospitality NL - Annual Convention & Trade Show	Corner Brook	Feb 3-6, 2005	Juanita Ford	1-800-563-0700

Newfoundland & Labrador
Canada

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